

LaFern K. Batie, MBA, SPHR

Business Strategist • Executive Coach
Professional Speaker • Author

Practical Insight, Powerful Impact!

Engaging... Powerful... Practical

That is what leaders consistently say after attending an interactive session led by business strategist and leadership development expert, LaFern Batie.

You want everything about your event to be successful and reflect excellence. With LaFern, that is exactly what you will get... an experienced leader who will do what it takes to understand your needs and to consistently deliver action-oriented content to your audience. It is about more than what LaFern says. It is evident in the results that you see based on her clear approach to the complex challenges and chaotic situations that you face in an increasingly competitive environment.

Frequently Requested Topics

Marketing Brand YOU® - Moving from Chaos to Clarity

Getting Comfortable with Uncomfortable Conversations™

The ATINIAH Principle® - Using What You Have to Get
What You Desire

Do You See What I See?- Breakthrough Branding for
Business Success™

Change Leadership—From Perspective to Performance™

Marketing Brand YOU® - Closing the Gap Between
Organizational Perception and Performance

Topics are customized based on your needs



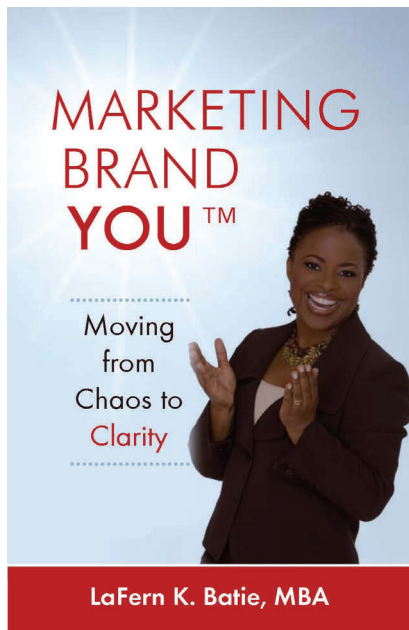
Keynote Speaker
Leadership Workshop Facilitator
Leadership Panelist
Team Building Facilitator
Strategic Planning & Execution
Executive Coaching
Business Development Consulting
Organizational & Professional
Branding

**For more detailed information or to
book LaFern for your event, please
contact us at:
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For over twenty-five years, LaFern Batie has been recognized as a leader who is committed to helping organizations maximize their potential through strategic planning and execution, leadership development, branding and organizational effectiveness. LaFern has extensive corporate experience in accounting, operations and human resource leadership. She obtained her BS in Accounting, an MBA and professional certifications in human resources and coaching, all while working full-time and serving as a volunteer and leader in her community.



Here is what our clients say...

“LaFern has an incredible knack for quickly understanding how our business operates, connecting with our staff and articulating solutions in a focused manner that allows us to see and follow a clear path to improved performance.”

“I just want to thank you so very much for an AWESOME keynote!!! The leaders are STILL BUZZING from your presentation! Your work has been a tremendous help to me personally and professionally. You are definitely walking the talk!”

Sample Client List

Greater Tampa Chamber of Commerce

Children’s Hospital of Philadelphia

HR Florida

National Association of African Americans in Human Resources

PriceWaterhouseCoopers

Raytheon Company

Society for Human Resource Management— Tallahassee

Tampa Housing Authority

Tenacious Woman Conference

U. S. Army Audit

Women in Technology International

WOMEN Unlimited



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A Personal Message from LaFern Batie
For Event and Meeting Planners



Greetings!

Thank you so much for considering having me as a speaker for your organization. I know you have many choices for speakers and I take seriously the responsibility of helping make your event impactful, memorable and engaging for your participants. There are many challenges related to planning and executing a successful event. It can make a world of difference when your speaker's message and facilitation is perfectly aligned with the organization's objectives and the participants' needs. I am often invited back as a speaker or consultant because the event planners and leaders know and see my commitment to adding value to their event and organization. Your participants will be inspired and will leave with practical tools that they can immediately apply to their career, organizations and lives.

I am excited about the opportunity to serve you. Thank you for your interest!



**To book LaFern for your next event,
call (877) 264-7699**



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SPEAKING TOPIC DESCRIPTIONS

Marketing Brand YOU® - Moving from Chaos to Clarity

Are you ready to do what it takes to SOAR in your business or career? Like countless others with that same desire, navigating from here to there may seem more like a scavenger hunt than a fascinating journey some days. Maybe your business needs a performance enhancing tune up. Perhaps you feel trapped in an unfulfilling job and are discouraged about your prospects in a challenging economy. As CEO of your business or career, achieving maximum success begins with *Marketing Brand YOU®*! From purpose to portfolio to performance, you must be positioned to consistently deliver the value that you promise. Using practical take-aways, LaFern helps you navigate a course to phenomenal success.

Getting Comfortable with Uncomfortable Conversations™

Do you find yourself needing to influence others without having direct authority over their performance? How about those difficult conversations relating to results, accountability and perhaps even leadership? Many factors influence how well we communicate with others. Learning how to address, navigate and master authentic communications directly impacts productivity, job satisfaction and profitability. Interactive and engaging, this is an opportunity for you to test and develop your confidence quotient in the most uncomfortable conversations.

Change Leadership—From Perspective to Performance™

Change is an inevitable component of your professional and personal life. It moves you away from familiarity and helps you build mental muscle, as the first step toward change begins with a decision – do I resist it, adapt to it or lead it? Your perspective directly impacts your performance. This interactive developmental experience introduces participants to a proven change process based on the following principles: a *compelling* case, *connecting* with the team, *collaborating* with core champions, *committing* to the change, embracing *creative* solutions, *communicating*³, and *celebrating* success along the way.



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SPEAKING TOPIC DESCRIPTIONS

Marketing Brand YOU® -Closing the Gap Between Organizational Perception & Performance

As a leader, are you delivering the experience that you have promised to your customers? Are you competitively positioned, actualizing a strategy that pulls your organization forward? You are only as good as the value that your customers, partners and employees experience. Moving from mediocrity to magnificence takes a clear strategy, consistent execution and performance excellence. Are you there yet? Bring your mental coveralls. This interactive session will stretch your mind and challenge your approach to reaching your peak performance.

The ATINIAH Principle® - Using What You Have to Get What You Desire

What is standing between you and moving to the next level in your career? Exactly how does the next level look for you? Does your plan for achieving breakthrough career success resemble a slow moving train on a winding track or an exhilarating journey that excites you. Over 80% of career professionals surveyed by the Gallup organization felt as if they had significantly more potential to succeed but were not positioned to maximize it. Your talents, knowledge and experiences have brought you to where you are today. Are you ready to move forward but need a road map to rediscover those treasures in order to begin? This is the perfect place to begin! **The ATINIAH Principle® — All That I Need, I Already Have** — is built on a foundational belief in and commitment to leveraging the best that you have to set yourself apart and experience authentic, fulfilling career and personal success. With a strong foundation for personal development, this resource-rich experience takes you from knowing who you are to asking for what you desire — and every key step in between.

Do You See What I See?- Breakthrough Branding for Business Success™

Do you need practical and relevant resources rather than theoretical concepts to grow your business? With in-depth developmental work in five key areas, you will be well-equipped to lead your business's explosive growth. Learn how to personally model your business, be positioned for performance, develop power partnerships, fill the virtual voice and use low cost high-impact marketing for sustainable business success.